



Appdome Brand Assets, Color Palettes & Typography

10 Feb 2026



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About Us

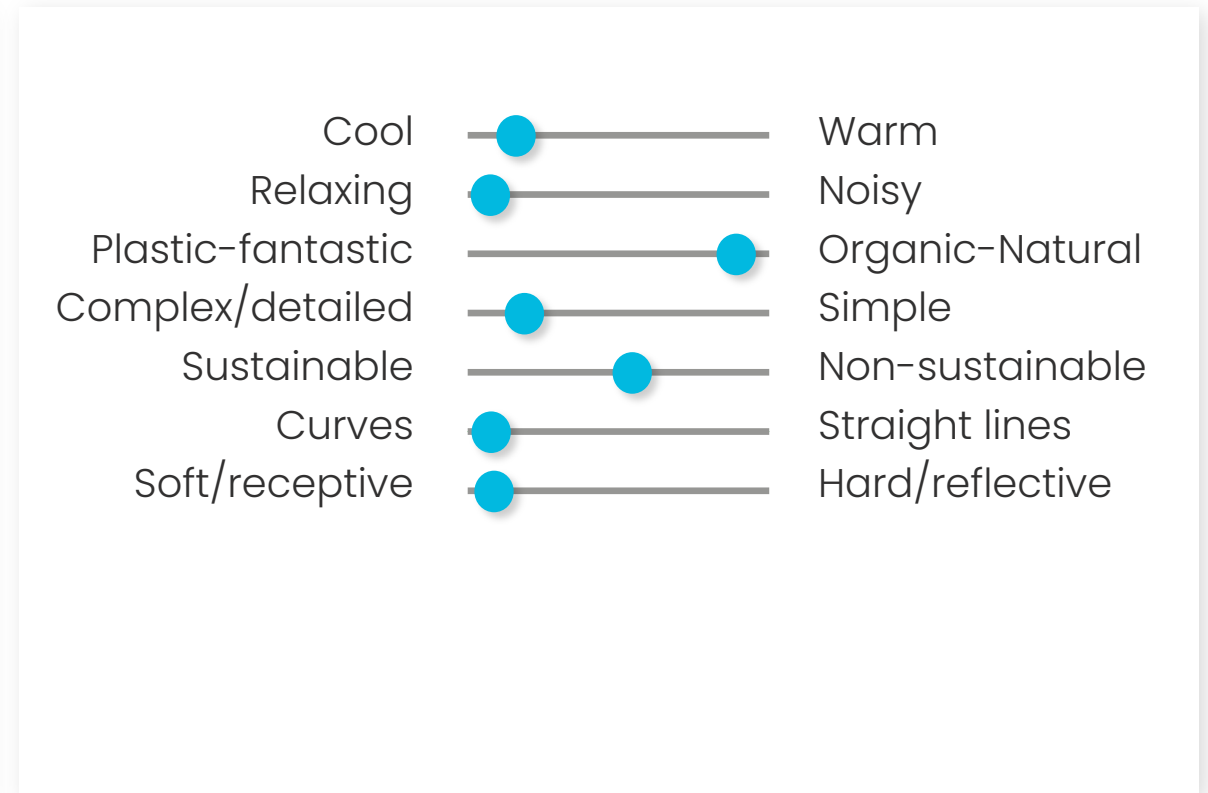
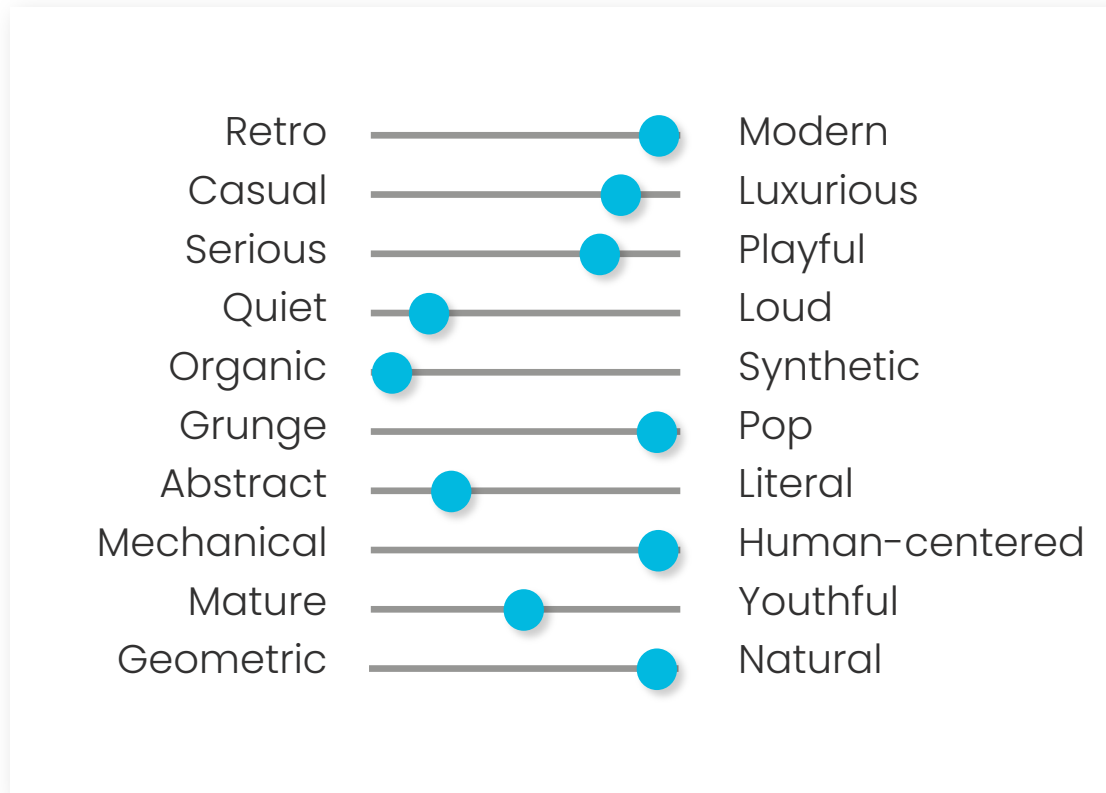


About Us | What Is Appdome



Appdome uses AI to eliminate the biggest challenge in mobile protection: friction. In a rapidly growing and fragmented mobile economy, Appdome unifies 400+ Android and iOS defenses into one enterprise-grade platform—automating protection against fraud, ATOs, bots, API abuse, deepfakes, and other identity-based threats. Once you automate this work, you'll never look back!

About Us | Design Style



Our Logo



[Download the full logo suite](#)

Logo | Linear



Positive



Negative



Negative Knockout Monochromatic

Logo | **Stacked**



Stacked Positive



Stacked Negative



Stacked Negative Knockout Monochromatic

Logo | Monochrome



Monochrome logo on color background



Monochrome logo on Black background

Logo | Icon



Positive Full Color



Negative Logo



Positive Tricolor
For complex prints

Logo | Usage



Logo on light background



Logo on dark background



Logo on Image

Logo | Co-Brand Lock-up



Wide Logo Lock-up

Wide partner logos may be up to the same height as the Appdome logo. Width is flexible but should appear visually balanced in weight. Separate the logos with a thin 1px grey divider at 1.5x the height of the Appdome logo.



Square Logo Lock-up

Square partner logos can be up to 1.5x the total height of the Appdome logo. Separate the logos with a thin 1px grey divider at 1.5x the height of the Appdome logo.



Tall Logo Lock-up

Tall partner logos can be up to twice the total height of the Appdome logo. The width is flexible but should feel equal in weight to the Appdome logo. Separate the logos with a thin 1px grey divider at 1.5x the height of the Appdome logo.

Logo | Minimum Size

We have various minimum sizes for different formats.
Please try to stick to these values where possible.

To ensure our logos are always legible, their width
should never be smaller than the following:

Print: 25mm

Digital: 90px

Print



Minimum width 25mm

Digital



Minimum width 90px

Logo | Clear Space

To look their best, our logos need space to stand out. We use the letter “a” within our logo text to define a minimum clear space.

Make sure no other elements encroach on this clear space.



Logo | Misuse



Don't outline the Logo



Don't use Black for the single-color logo



Do not use gradients



Don't use the Logo in custom colorways



Don't add shadows and effects to the Appdome logo



Don't rotate or skew the Appdome Logo



Do not squash the logo

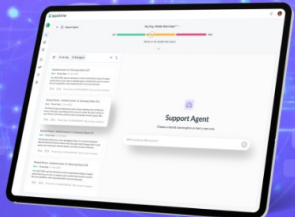


Don't stretch the logo

Logo in Action

appdome


USING AGENTIC AI TO RESOLVE MOBILE THREATS FASTER ✦



The image shows a tablet with a white interface. At the top, it says 'Support Agent'. Below that, there's a chat window with a message and a 'Support Agent' button. The background is a purple gradient with some abstract UI elements.

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2025



The image features a person walking towards the right in a dark, futuristic environment with glowing blue and orange lights. In the foreground, there's a smartphone displaying 'DEVICEID' and a shield icon. In the background, there's a large '2025' with an upward-pointing arrow.

appdome

APPDOME AS A COMPLIANCE SYSTEM FOR THE MOBILE ERA



The image shows a smartphone in the center, surrounded by various icons representing compliance and security, such as a shield, a checkmark, a document, and a database. The background is a light blue gradient with some abstract UI elements.

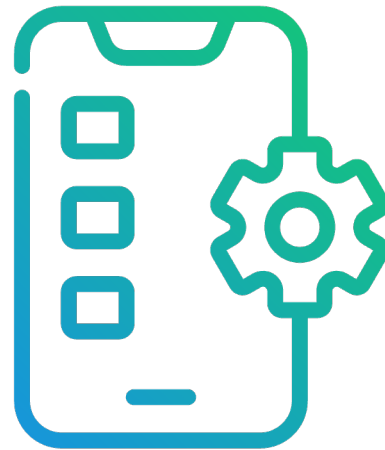
appdome

TOP 5 REASONS TO DEFEND MOBILE APPS FROM BANKING TROJANS IN 2025



The image features a Trojan horse made of circuitry and data, surrounded by currency symbols like \$, €, and £. The background is a dark blue gradient with some abstract UI elements.

Product Icons



Product Icons



Download the icons:

 [SVG](#)

 [PNG](#)

 [PDF](#)

Personas



Persona Specifications

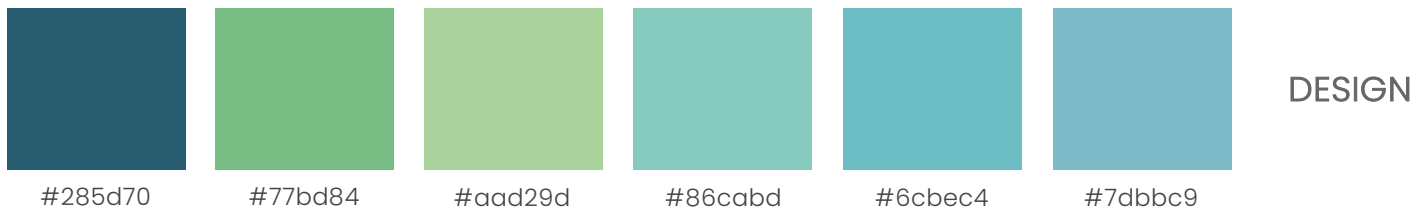
Representation	Feature people of color and global diversity
Expression	Natural smile, calm confidence
Eye Contact	Direct connection with camera
Body Language	Relaxed, open, engaged
Styling	Smart casual, modern tech aesthetic
Lighting	Bright, clean, high clarity
Background	Minimal, neutral, distraction-free
Props	Smartphones, laptops, development context
Energy	Optimistic, empowered, competent
Brand Integration	Subtle, authentic ecosystem signals



Color Palettes

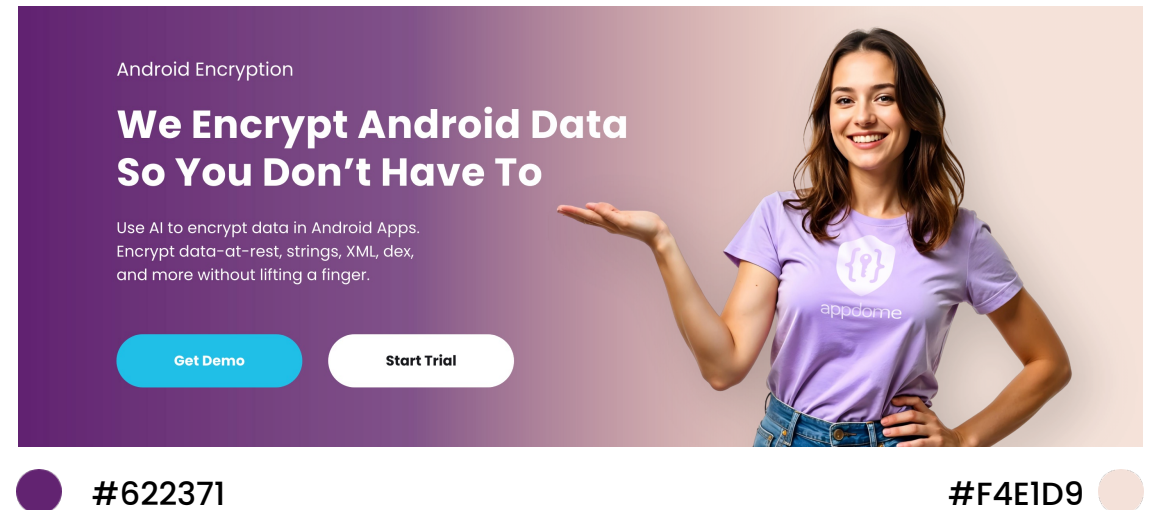


Branded Color Palettes | Solid Colors



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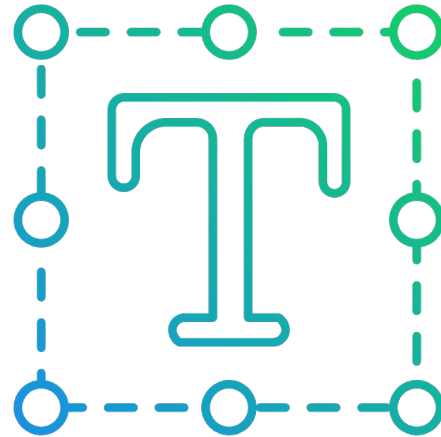
Branded Color Palettes | Gradients



Download the file:



Typography



Typography | Website

Poppins

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Download the font:

 [Adobe Fonts](#)

Regular

Mobile is the New Norm
Deliver secure Android and ios Apps.

Light

Mobile is the New Norm
Deliver secure Android and ios Apps.

Medium

Mobile is the New Norm
Deliver secure Android and ios Apps.

Bold

Mobile is the New Norm
Deliver secure Android and ios Apps.

Black

Mobile is the New Norm
Deliver secure Android and ios Apps.

Typography | Platform

Lato

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=",><

Download the font:

 [Google Fonts](#)

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Thank You

Questions or special requests?

For press or partnership inquiries, contact:

info@appdome.com